RJReynolds

Tobacco Company

JACK GEETING
Account Executive

11260 Cornell Park Drive
Suite 720
Cincinnati, OH 45242
513-489-8616
Fax 513-489-5145
Voice Mail #49720

November 3, 1995

TO: ALL ROU'S

PLEASE SEND TO ALL REPRESENTATIVES WITH K-MART STORES

SUBJECT: K-MART (CID 0002-00-00)
NOVEMBER DORAL PROMOTION

Ladies and Gentlemen:

K-Mart has authorized a 45-carton distribution of Doral during the last week of November.

Direct accounts will be applying both a "Doral and Company" mail-in offer, along with a store redeemable $2.00 carton coupon. No special display has been authorized, but please ensure that couponed cartons are displayed either on the PFD or carton fixture. Appropriate signage should also be placed during normal coverage in December.

Thanks for your help.

Sincerely,

Jack

Jack Geeting

cc AVP's
RSM's
DM's
RM's
Dennis Bellinger

	Sales		Retail
1221	1,3,4,5,6	1222	20,22,25,26
1222	3,8	1223	20,22,24,25,27,28,29
1223	2,3,4,5,6,9	1226	20,21,23,24,26,28,29
1224		1229	
1225	2	ROM	
1226	2,3,4,5	PC	SC
1229	1,2,8	MC	PA
1240			
1244		RSM	RBM

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Source: https://www.industrydocuments.ucsf.edu/docs/gjln0000